

Goodyear Rubber Company  
6701 South Central Avenue  
Los Angeles  
Los Angeles County  
California

HAER No. CA-13

HAER  
CAL  
19-LOSAN,  
52-

PHOTOGRAPHS

HISTORICAL AND DESCRIPTIVE DATA

Historic American Engineering Record  
National Park Service, Western Region  
Department of the Interior  
San Francisco, California 94102

Historic American Engineering Record

GOODYEAR RUBBER COMPANY

HAER No. CA-13

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CAL,  
19-LOSAN,  
52-

Location: 6701 South Central Avenue, Los Angeles,  
Los Angeles County, California

Date of Operation: 1920-1979

Present Owner: Watt Industries

Present Use: Goodyear Rubber Company closed their Los  
Angeles operations completely in 1979.

Significance: Goodyear Rubber Company was the first  
tire manufacturing company on the West  
Coast. By the mid-1920's, other tire  
companys followed Goodyear's lead and  
established facilities on the West  
Coast. With the added impetus provided  
by the presence of these major  
manufacturing industries, other smaller  
support industries and plants sprang up,  
providing materials, service and  
equipment. In 1928, with Goodyear and  
three other large rubber companies, Los  
Angeles became the second greatest rubber  
manufacturing center in the United  
States. Despite economic setbacks that  
occasionally plagued other industries,  
Goodyear-California continued to grow and  
justify all expectations of the parent  
company in Akron. By 1941, the Goodyear-  
California plant was supplying 11 western  
states, Alaska, and Hawaii with a maximum  
production of 15,000 tires daily, and  
employing 1500 to 2500 workers.

Report Preparation: Roger G. Hatheway and Associates, Los  
Angeles, California.

### Project Area: General Description

The proposed project area occupies slightly more than 74 acres in south-central Los Angeles. It is bounded on the north by Gage Avenue, on the west by the Southern Pacific railroad line track complex and adjoining industrial area, on the south by Florence Avenue, and on the east by Central Avenue.

The site is located in the Los Angeles Basin, an area generally delineated by the Santa Monica Mountains on the north and west, the Puente and Los Coyotes Hills to the east, and the Santa Ana Mountains and San Joaquin Hill to the southeast. The topography of the project area is nearly level, with only slight changes in elevation throughout (159 feet and 147 feet above sea level at the highest and lowest points, respectively). When compared with older USGS Topographic Quadrangle Maps for the area, the maximum relief appears to be approximately 10 feet. The implications for this change of relief might be that the original ground surface was leveled to promote proper drainage.

Extensive modification to this area began with the construction of Goodyear Tire and Rubber Company facilities in 1919. The majority of the structures were built in the 1920s, with the last building being constructed in 1969. Table 1 lists the major existing buildings within the Goodyear Plant complex.

Table 1

EXISTING GOODYEAR TIRE AND  
RUBBER COMPANY BUILDINGS

<u>Type</u>	<u>General Description</u>	<u>QUANTITY</u>
3 story	Tire Manufacturing and Warehousing	3
1 "	Cement House	1
1 "	Byproducts	1
1 "	D.O.T. Laboratory	1
1 "	Latex Storage	1
2 "	Power House	1
2 "	Machine Shop	1
1 "	Synthetic Rubber Storage	1
	Airship Dock	1
1 "	Goodyear Service Store (to be retained)	1
1 "	Garage	<u>1</u>
Total		13

Source: Letter from C. E. Akins, Manager, Accounting, Goodyear Tire and Rubber Company to Jim Hinzdel and Associates, Inc. (June 22, 1980).

Figures 2 and 3 also illustrate the Plant layout with a view of structural placement on the project site. Over 50 individual facilities make up this Plant Complex with associated parking facilities, railroad lines, water tanks, towers and concrete pads.

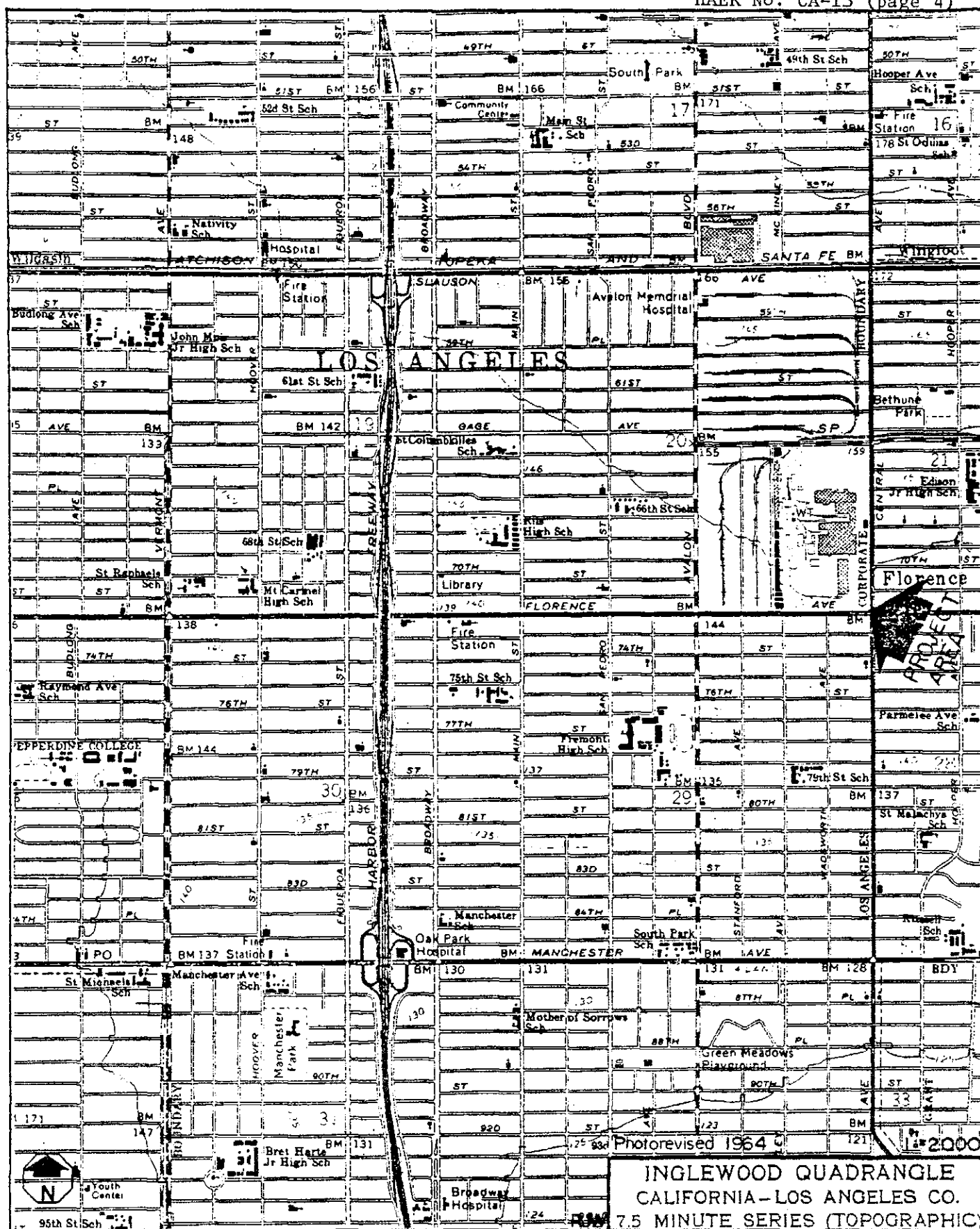


FIGURE 1  
VICINITY MAP

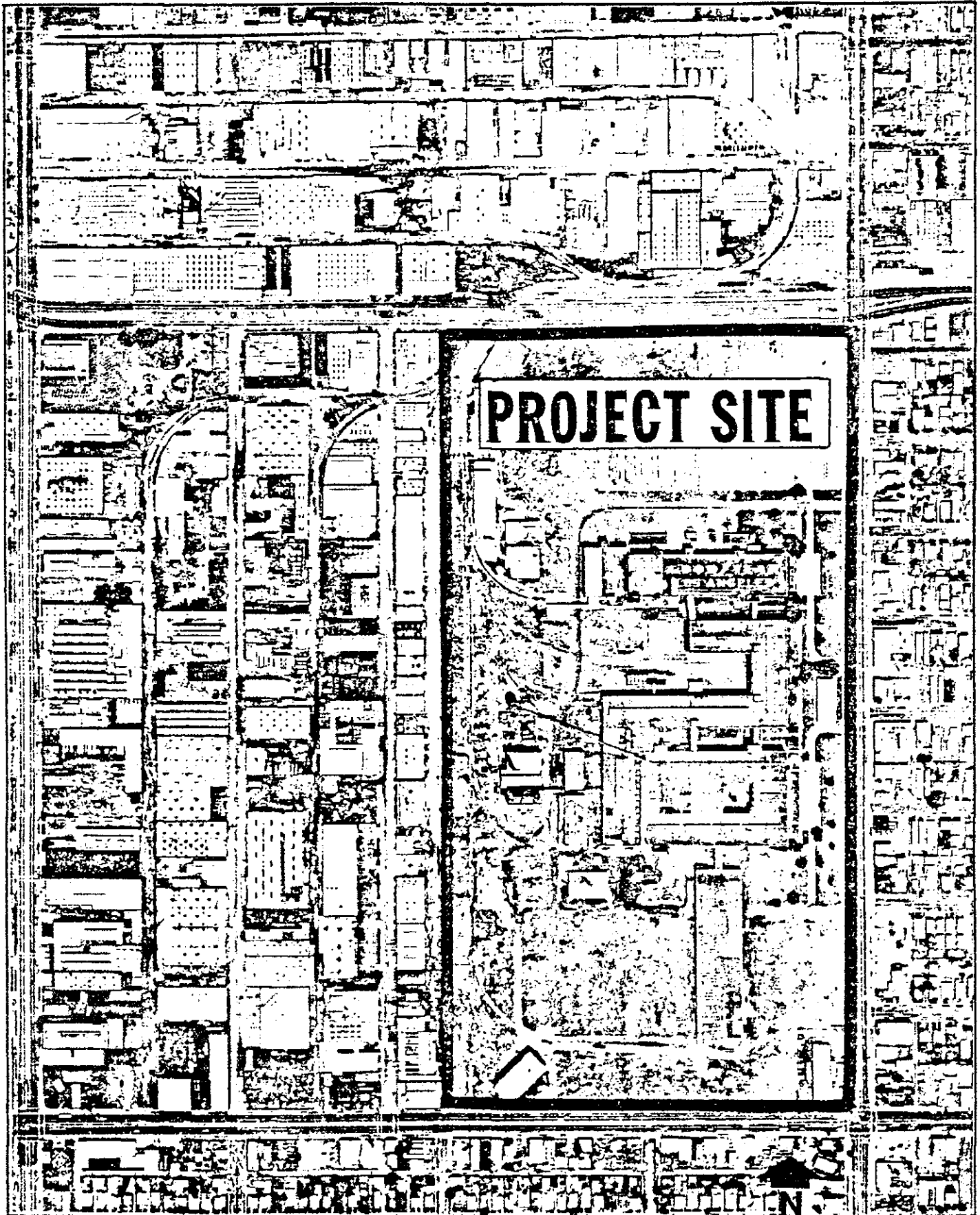


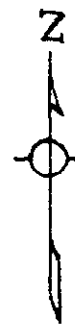
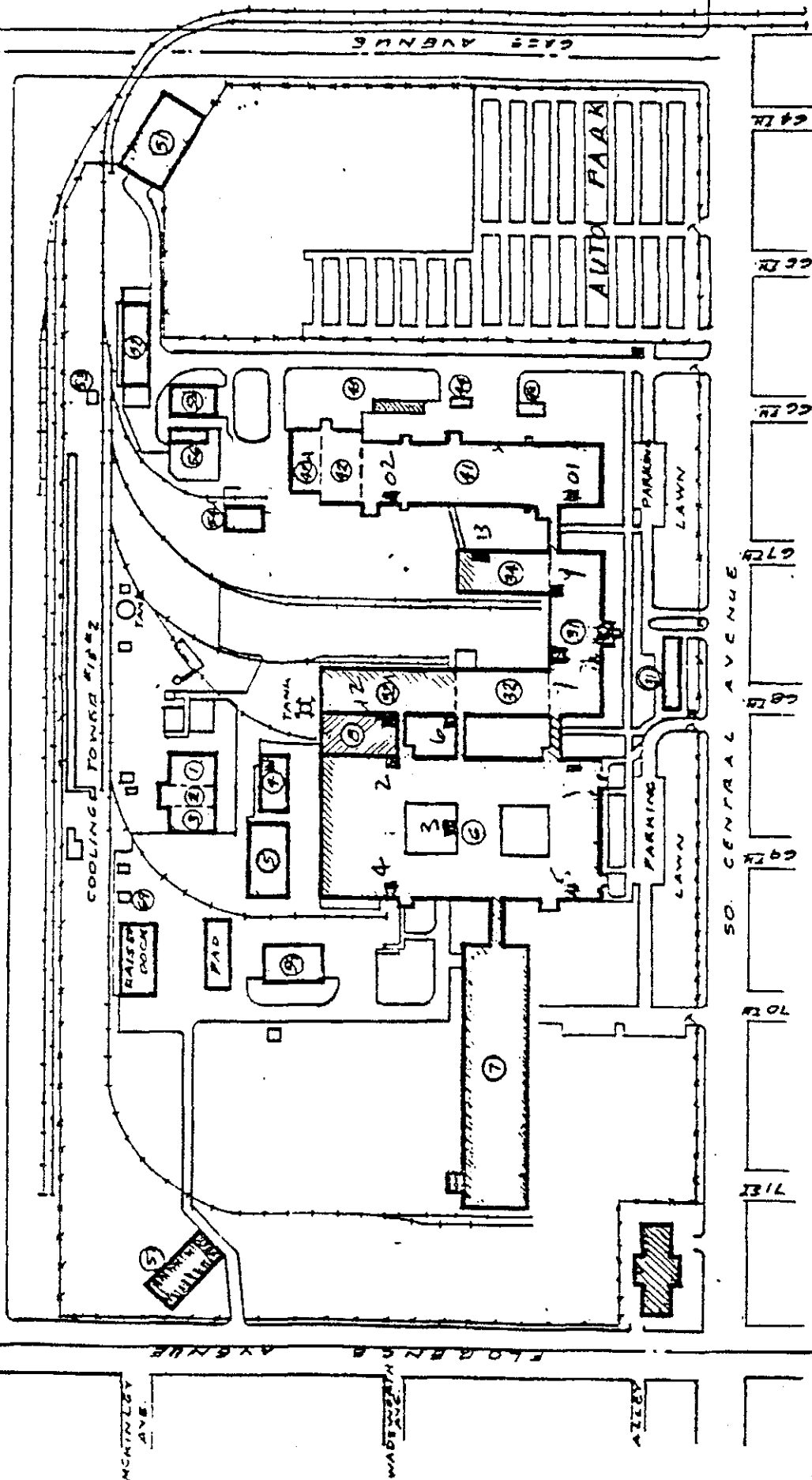
FIGURE 2  
PROJECT LOCATION MAP

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PLANT LAYOUT FIGURE 3

scale 1" = 200'

McKinley Avenue



FILE - 101

### HISTORICAL BACKGROUND

By 1919, following the completion of a plant facility in Canada, Goodyear's expansion program was directed towards Southern California. A serious water situation at the home plant in Akron and the necessity to locate another plant closer to the west coast to facilitate the importation of raw materials, prompted the decision to look for a Southern California location. The choice of Los Angeles appeared to answer both the immediate and long range needs of Goodyear. Briefly, the prospects of an ample water supply, power, a large labor force, taxation, and favorable living conditions prompted the purchase of land belonging to the old Ascot race track. This choice was made through the elimination of other locations closer to the downtown area where trends pointed to shortage of housing facilities and probable increased congestion. Locating the plant site out of the downtown area also enabled the acquisition of large amounts of land at more reasonable per acre rates.

...the West was growing more important as a consumer of automobile tires, and some economies could be effected by using the shorter rail haul from the coast as against the longer trip over the mountains from Akron (Allen 1936:226).

With the purchase of the Ascot Park race track, the next major task involved the financial end of the new plant development. Goodyear was not only interested in building another factory, but in making this new branch a real California company, manned by California workers, promoted by California



investment and, drawing from the west as much as possible for its raw materials. The financial aspects of the new development program were devised by Goodyear with this 'real California company' idea in mind.

So he [Goodyear] proposed to issue \$8,000,000 par value of preferred stock, \$4,000,000 par value of common. Goodyear would turn over to the new company full selling rights for the West, contribute its manufacturing and technical experience and put in \$4,000,000 in cash, taking up all the common stock (Allen 1936:227).

Goodyear not only built a tire plant, but also a textile mill which operated alongside the tire factory. This allowed the tire fabric to be manufactured in Los Angeles rather than being shipped from the east, and resulted in a substantial savings of both time and money. The textile mill, like the tire plant, was a separate corporation with its own preferred and common stock issuance.

In 1919, the backing of the major investors from Los Angeles set into process the actual building of the Los Angeles Goodyear Plant.

N. J. Hunkin of Hunkin-Conkey Construction Co. of Cleveland, which will do all the construction work on the Goodyear Rubber Company's manufacturing plant to be established at Ascot Park has arrived in Los Angeles, and has assumed active charge of construction work (Southwest Builder and Contractor, July 25, 1919:12).

During the construction of the plant, the Ascot Park grandstand became a temporary office from which all the activities could be monitored.

Ground was broken in a cauliflower patch, near the old Ascot Park Speedway. The structures-- a rubber plant with a capacity for 7,500 tires a day, a cotton plant with a capacity of 75,000 pounds cord fabric, an equal amount of woven fabric weekly--were hustled to completion. Then on June 14, 1920...the first tire built by Goodyear-California was plucked from the mold (Goodyear Tire and Rubber Company n.d.).

The initial structures included the rubber mill, warehouse and cotton mill buildings. The construction of the complex involved extensive grading in the area of the foundations, with compacted fill placed adjacent to and between the main buildings and in the area of the railroad tracks.

The great stretches of vacant land which surrounded the factory in 1920 were rapidly developed.

If anyone had felt at the time that Goodyear had bought too much land, the project was quickly to justify itself from that standpoint. If the Goodyear property can be visualized as four tracts lying side by side, each a half-mile square, the Goodyear factory lying in the second of those tracts, it is not hard to understand that the first tract, lying between the factory property and downtown might become important as a manufacturing center. A district was laid out and marketed. Tracts three and four, beyond the plant and farther away from town, were allotted for residential purposes. The second tract, where the factory was built, was cut in two and the rear half sold for manufacturing development, leaving a section half a mile long and approximately a fourth of a mile deep for the actual factory site (Allen 1936:229).

By the mid-1920's other leading tire companies followed the lead of Goodyear by establishing facilities on the West Coast. With the added impetus provided by the establishment of major manufacturing industries, other smaller industries and plants sprung up to support the major industries, providing materials,

service and equipment. Within ten years, the population of the city rose from one half million to over one and a half million inhabitants. This was, in part, due to Goodyear's efforts which were duplicated by other major manufacturing companies in the rubber industry.

### Factory Growth

The original factory was constructed in an E-shaped plan, with a rubber mill, the warehouse, and textile mill respectively. The front of the warehouse building was 340 feet long and was sectioned off into offices.

In 1924 and 1925 extensions to the original plant were made, but these were principally in the warehouse section, due to a change of policy which permitted more warehousing to be done at the factory and less in rented space over the country (Allen 1936:236).

As originally planned by Goodyear, the majority of workers in the California plant were 'Californians'. In addition, small numbers of European immigrants and Mexican laborers manned the plant's facilities. However, one of the distinct differences between the worker-plant relationships in California and other plant facilities in Akron and Canada was community environment.

California,...would always offer some difficulties to setting up the same kind of employees' activities as Akron and the other factories had. One reason was the physical size of the city. With good roads men could live at considerable distances from the factory, could get away after work for the beaches, the mountains, the fishing streams. At Akron and Toronto the Goodyear group was more compact; communication was easy and the factory was the center of activities (Allen 1936:238).

But, the constant changes and increased level of efficiency in all plant operations insured Goodyear's continued success in the tire and rubber industry. The influence Goodyear had on other industries in the area must be underscored. The importing of raw materials such as rubber, cotton, soapstone, carbon black, and petroleum from such diverse areas as Sumatra, Arizona, Texas, Wyoming, Montana and California, stimulated growth and development in other smaller industries which were related to rubber and tire production. In 1928, with the location of three other large rubber companies in the general area, Los Angeles became the second greatest rubber manufacturing center in the United States. While economic setbacks occasionally plagued other industries, Goodyear-California continued to grow and justify all expectations of the parent company in Akron.

By 1941, the Goodyear-California Plant was supplying 11 western states, Alaska, and Hawaii with a maximum production of 15,000 tires daily, and employing 1500 to 2500 workers (Work Projects Administration 1941:168).

A feature of the plant of considerable interest is the airship dock. While the Goodyear Plant was under construction, a small wooden airship dock was built south of the plant where the hydrogen gas 'pony blimp' was assembled.

It started the first American airship passenger line, between Los Angeles and Catalina Island; went shark fishing; explored the surrounding country extensively; it finally went to the movies. In 1922 it was purchased by Marshall Neilan to be used in a picture, "Custer's Last Fight." The location was set first in Montana and then in the Arizona desert. Without hangar facilities, the little ship was assembled in the field, parked at night in a convenient canyon, operated for weeks without any other shelter (Allen 1936:247).

With the utilization of helium in blimps and the beginning of a helium fleet, the Volunteer was assigned to California in 1929. This required the construction of a larger and modern docking facility completed in 1929.

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In February 1979 the Goodyear Complex was closed following an extended period of financial difficulty.

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ARCHITECTURAL DESCRIPTION: BUILDING FEATURES

Building #'s 31, 32, 32A, 33, 34

Photos 1-7

Warehouse Building, Offices.

This four to five floor building is designed in a utilitarian/industrial manner with applied decoration and is built in a modified U-shaped plan. Major architectural features include a central main entrance with tower above, concrete decorative features, metal awnings above the first floor, brickwork, and a parapet roof. Architectural details include diamond detailing, flat window and door openings, and metal frame industrial windows. The entrance facade is heavily landscaped with palm trees, figs, and flowering plants. A water tower is associated with building 32A. A clock tower has been removed from the central structure.

Building #'s 41, 42, 42A

Photos 8-11

Cotton Mill

This consists of a three to four story building designed in a utilitarian/industrial manner with applied decoration. It is built in a rectangular plan. Major architectural features include brick pier and spandrel construction, a flat roof with parapet wall, and a central bay with decorative stepped gable. Architectural details include flat window and door openings, metal frame industrial windows, and diamond detailing. The building is connected by enclosed bridges

to building 34. It is well landscaped on the entrance facade with trees, shrubs and a grass strip.

#### Building #6

Photos 12 and 13

#### Rubber Mill

This structure consists of a three story utilitarian/industrial building with applied decoration. It is built in a rectangular plan with two interior light courts. Major architectural features include twin entrance towers on the main facade, pier and spandrel construction, and raised entrances. Architectural details include diamond detailing, a parapet wall, flat window and door openings, diamond detailing, a flat roof, and metal frame industrial windows. The building adjoins building 7 on the south elevation.

#### Building #35

Photos 14 and 15

#### Entrance Building

This structure consists of a utilitarian/industrial building with applied decoration. It is built in a rectangular plan. Major architectural features include a drive-through entrance, a parapet roof, and a concrete cornice. Architectural details include metal awnings, diamond detailing, flat window and door openings, industrial lighting and metal frame industrial windows. The building has several landscape features including trees, shrubs, and a brick and metal fence.



Building #62

Photo 16

Guard House

This structure consists of a one story brick building designed in a utilitarian/industrial manner with applied decoration and built in a square plan. Architectural features include a cornice with parapet above, diamond detailing, brickwork, flat window and door openings and metal frame industrial windows. The building is associated with the Entrance Building No. 35.

Building #63

Photo 17

Guard House

This structure consists of a one story brick building designed in a utilitarian/industrial manner with applied decoration and built in a square plan. Architectural features include a cornice with parapet above, diamond detailing, brick construction, flat window and door openings, and metal frame industrial windows. The building has several landscape features including trees, shrubs, and a grass strip.

Building #57

Photos 18-20

Airship Dock

This structure consists of a utilitarian/industrial building. It is built in a rectangular plan. Architectural

features include steel frame construction, a pitched roof, and a central main opening. Architectural details include ribbon metal frame windows, an observation deck, and signage.

Building #'s 1, 2, 3

Photos 21 and 22

Power House

This structure consists of a utilitarian/industrial building constructed in a slightly modified rectangular plan. Major architectural features include an irregular facade with both pitched and flat roofs, brick and corrugated metal construction, and a large circular concrete stack. Architectural details include flat window and door openings, tile detailing in the gable and parapet areas, metal frame windows and industrial lighting. Associated with the structure is a transformer area.

Building #5

Photo 23

Machine Shop

This structure consists of a utilitarian/industrial building with applied decoration. It is built in a rectangular plan with steel frame construction and brick walls. Major architectural features include a flat roof, a central mass flanked by two one-story flat roof wings, and parapet walls. Architectural details include a centrally located loading dock, an offset main entrance, flat window and door openings, metal frame industrial windows, industrial lighting, and tile at the parapet.

Building #4

Photo 24

Cement House

This structure consists of a two story building designed in a utilitarian/industrial manner with applied decoration and built in a rectangular plan. Architectural features include brickwork, pier and spandrel construction, flat window and door openings, metal frame windows, concrete detailing and tile along the parapet.

Building #70

Photo 25

Carbon Black Control Tower

This structure consists of a raised circular metal tank with an inverted conical base. The structure is raised on four circular metal legs. Architectural features include catwalks, industrial lighting, and a conveyor belt. The structure is associated with building 6 by means of the conveyor belt.

Building #52

Photo 26

Rear Building

This structure consists of a one story steel frame structure built in a rectangular plan and designed in a utilitarian/industrial manner. Major architectural features include a central mass with pitched roof and two flanking

with shed roofs. Architectural details include metal siding, concrete foundations, and flat window and door openings.

Building #51

Photo 27

Garage

This consists of a steel frame building designed in a utilitarian/industrial manner and built in a rectangular plan. Major architectural features include a pitched roof, wood siding, and twin and symmetrically placed entrances. Architectural details include flat window and door openings, sliding doors, tilt windows, and industrial lighting. An open field is associated with the building.

Building #66

Photo 28

Water Tank and Pump House

This structure consists of a circular industrial water tank. Architectural features include metal construction, a flat roof, and metal access ladder. The tank is associated with a pump house. The pump house consists of a small industrial structure built in a rectangular plan with metal siding, a flat doorway, and a pitched roof.

Building #54

Photo 29

Latex Storage

This structure consists of a one story brick building designed in a utilitarian/industrial manner and built in a rectangular plan. Architectural features include a concrete foundation, offset entrance, loading dock, a flat roof, industrial lighting, flat window and door openings and metal frame industrial windows.

Building #55

Photo 30

Testing Building

This one story building is designed in a utilitarian/industrial manner and is built in a rectangular plan. Major architectural features include a corner entrance with decorative entrance surround, and a flat roof. Architectural details include flat window and door openings, industrial lighting, and metal frame industrial windows. The structure appears unaltered.

Building #7

Photos 31 and 32

Presses Building

This building is designed in a utilitarian/industrial manner and is built in a rectangular plan. Architectural features include a concrete foundation, steel frame construction, a low pitched roof, and aluminum siding.

Architectural details include ribbon windows, flat door openings, vents, and raised entrances. The building adjoins building 6 at the north end.

Building 59

Photo 33

Synthetic Rubber Storage

This structure consists of a simple one story building. It is designed in a utilitarian/industrial manner and is built in a rectangular plan. Architectural features include a low-pitched roof, wood post construction, and corrugated metal siding.

### ADDITIONS TO HISTORICAL/ARCHITECTURAL INFORMATION

The following information is intended to supplement the Goodyear Plant Cultural Resource Evaluation and Determination of Eligibility Report, as prepared by Roger G. Hatheway and Associates. Additional information relating to the historical significance and architectural integrity of each building is organized in the following manner:

1. Building Number/Name
2. Photo #'s
3. Page Number (Volume 1) of Architectural Description
4. Estimated Date of Construction
5. Architectural Integrity (High, Medium, Low) as relating to the general architectural quality, theme, and sense of time and place of the Goodyear Plant.

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1. Building #'s 31,32, 32A,33,34/ Warehouse Building,Offices
2. Photos 1-7
3. See report page 14
4. 1919-1920--Bldg's 31,32; 1924-1925--Bldg's 32A,33,34
5. High---Buildings 31 and 34 are designed in a manner which is compatible with the general architectural character of the Goodyear Plant. They are the only two buildings of this five building complex which have extensive exterior detailing. However, all of the buildings are associated through interior floor plans and elevations.

1. Building #'s 41,42,42A/ Cotton Mill
2. Photos 8-11
3. See report page 14-15
4. 1919-1920--Bldg's 41,42; Building 42A--1950.
5. High--- Buildings 41 and 42 are particularly significant in that their exterior detailing is compatible with the general architectural character of the Goodyear Plant. Building 42A is an integral and associated addition to buildings 41 and 42.

1. Building 6/ Rubber Mill
2. Photos 12 and 13
3. See report page 15
4. 1919-1920
5. High--- Building #6 contributes directly to the architectural integrity of the Goodyear Plant.

1. Building #35/ Entrance Building

2. Photos 14 and 15

3. See report page 15

4. 1935

5. High--Building #35 is an addition to the original structural grouping. However, it is designed in a manner similar to the earlier buildings and is visually associated with the Central Ave. building facade.

1. Buildings # 62 and 63/ Guard House

2. Photos 16 and 17

3. See report page 16

4. 1935

5. High--These structures are additions to the original structural grouping. However, they are designed in a manner similar to the earlier buildings and are visually associated with the Central Ave. building facade.

1. Building #57/ Airship Dock

2. Photos 18-20

3. See report page 16-17

4. 1929

5. High--This structure is designed in a utilitarian/industrial manner unique to the rest of the Goodyear Plant. However, its unique form and function serve to enhance the sense of time and place of the entire Goodyear Plant.

1. Buildings 1,2,3/ Power House

2. Photos 21 and 22

3. See report page 17

4. 1919-1920

5. Medium

1. Building #5/ Machine Shop

2. Photo 23

3. See report page 17

4. 1919-1920

5. Medium

1. Building #4/ Cement House

2. Photo 24

3. See report page 18

4. 1919-1920

5. Medium



1. Building #70/ Carbon Black Control Tower
2. Photo 25
3. See report page 18
4. 1940's
5. Low

1. Building #52/ Rear Building
2. Photo 26
3. See report page 18
4. 1925
5. Low

1. Building #51/ Garage
2. Photo 27
3. See report page 19
4. 1919-1920
5. Low

1. Building #66/ Water Tank and Pump House
2. Photo 28
3. See report page 19
4. 1919-1920
5. Medium--This structure (Pump House) is designed in a manner similar to the original Goodyear Plant architectural character. It is not, however, associated with the more prominent Central Ave. facade.

1. Building #54/ Latex Storage
2. Photo 29
3. See report page 20
4. 1950
5. Low

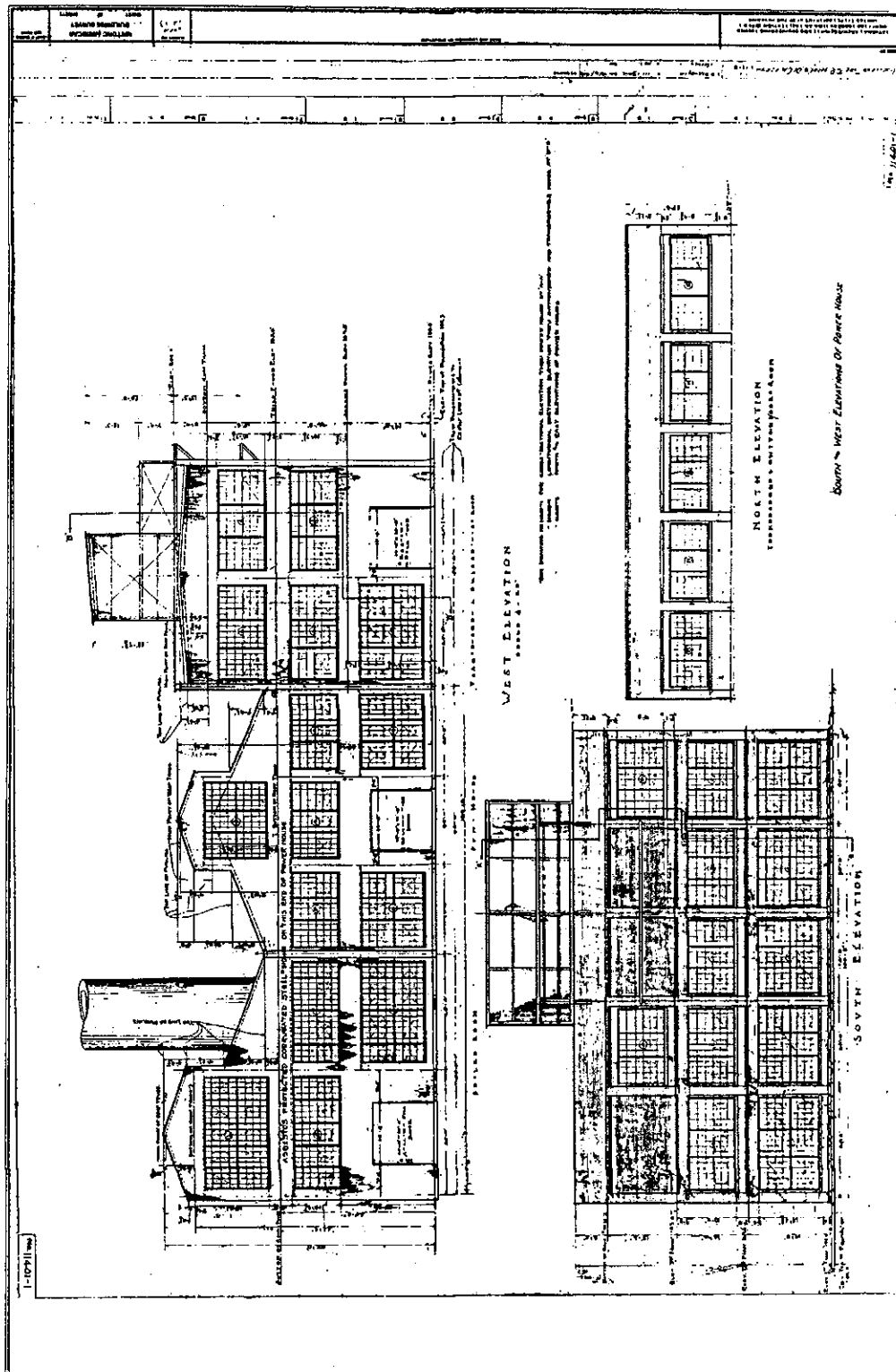
1. Building #55/ Testing Building
2. Photo 30
3. See report page 20
4. 1957
5. Low

1. Building #7/ Presses Building
2. Photos 31 and 32
3. See report page 20-21
4. 1957
5. Low

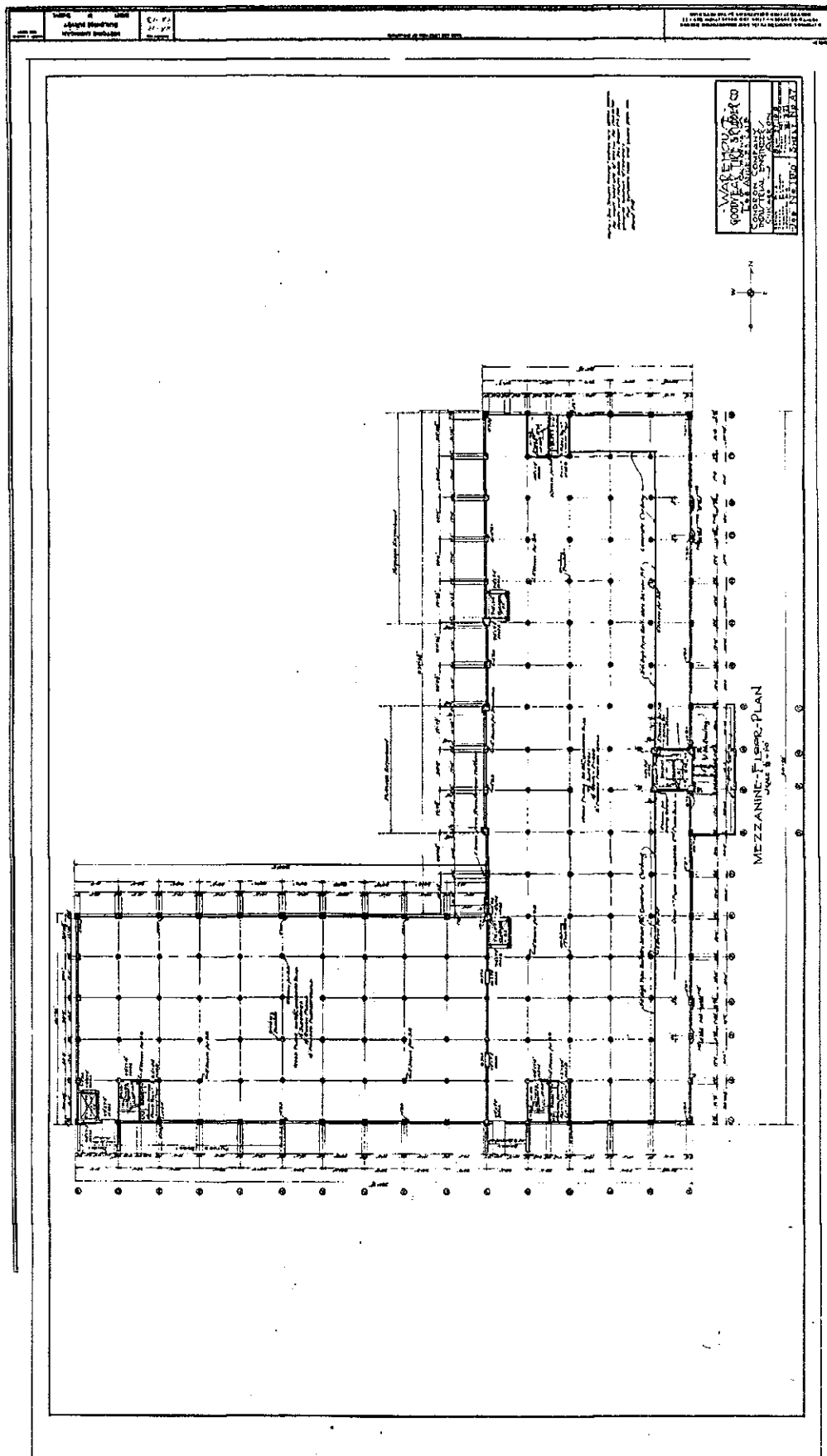
1. Building #59/ Synthetic Rubber Storage
2. Photo 33
3. See report page 21
4. 1960's
5. Low

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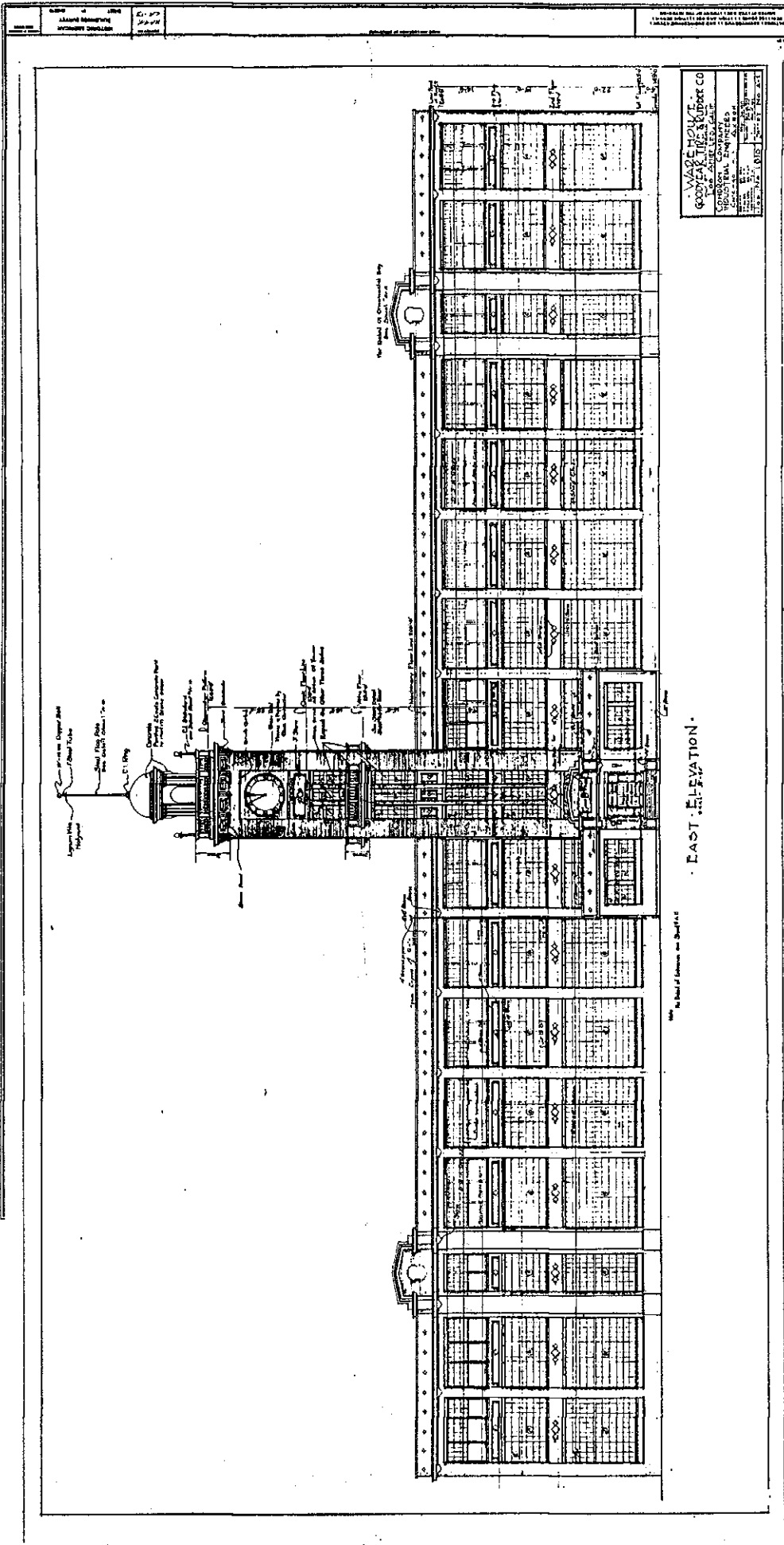
NOTE: The above buildings were designed by Goodyear Company architects. A complete list of the architects is currently unavailable.

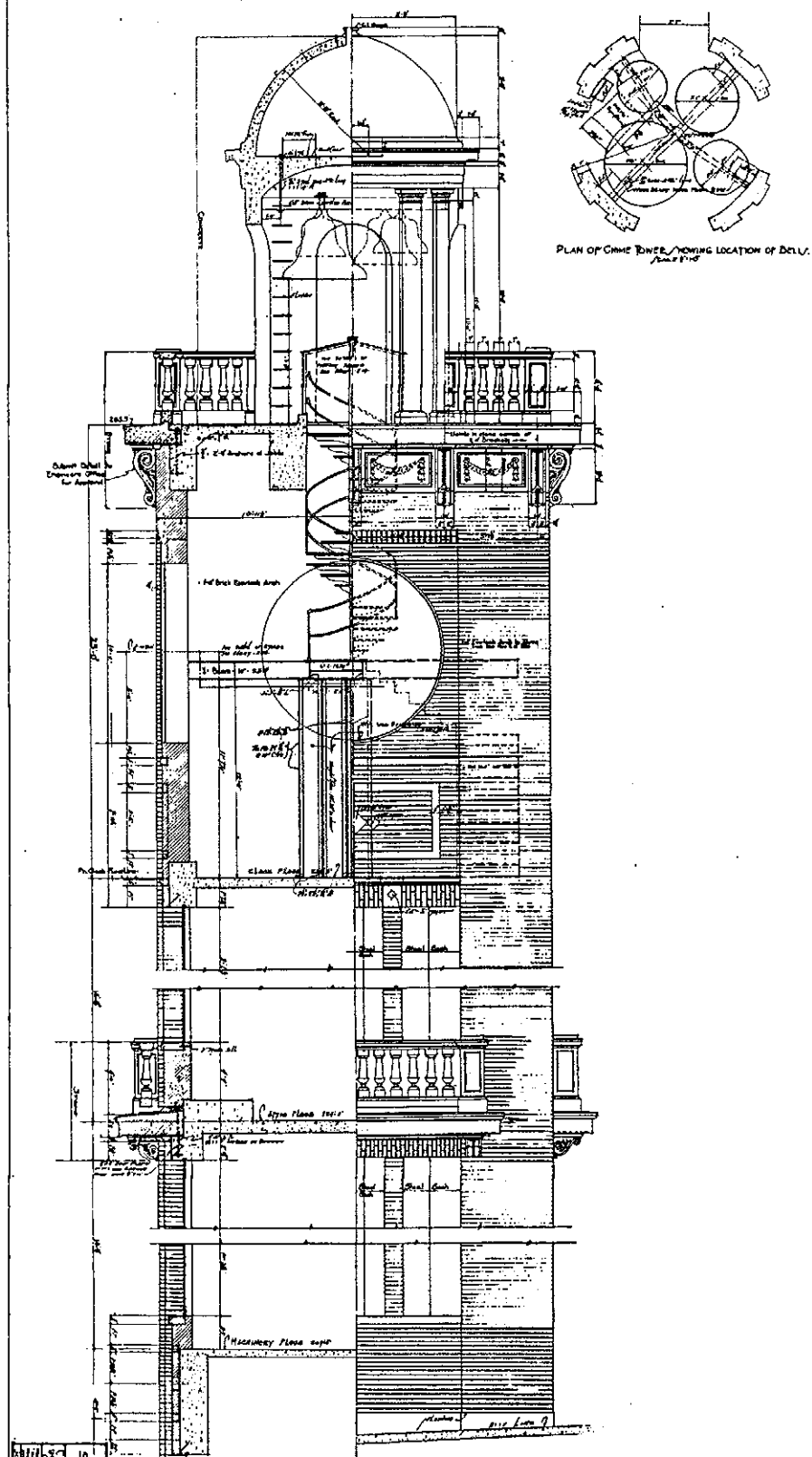






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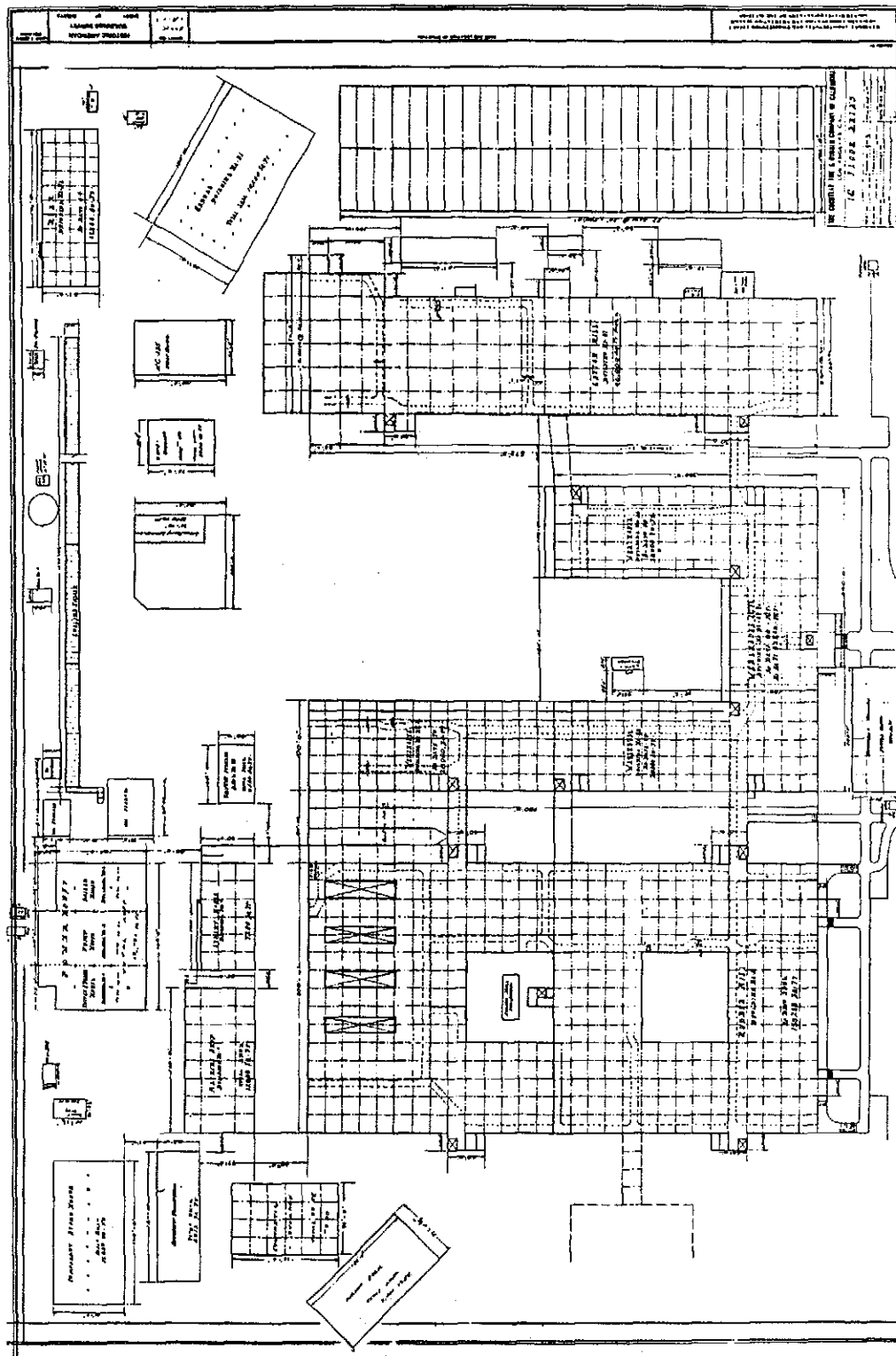


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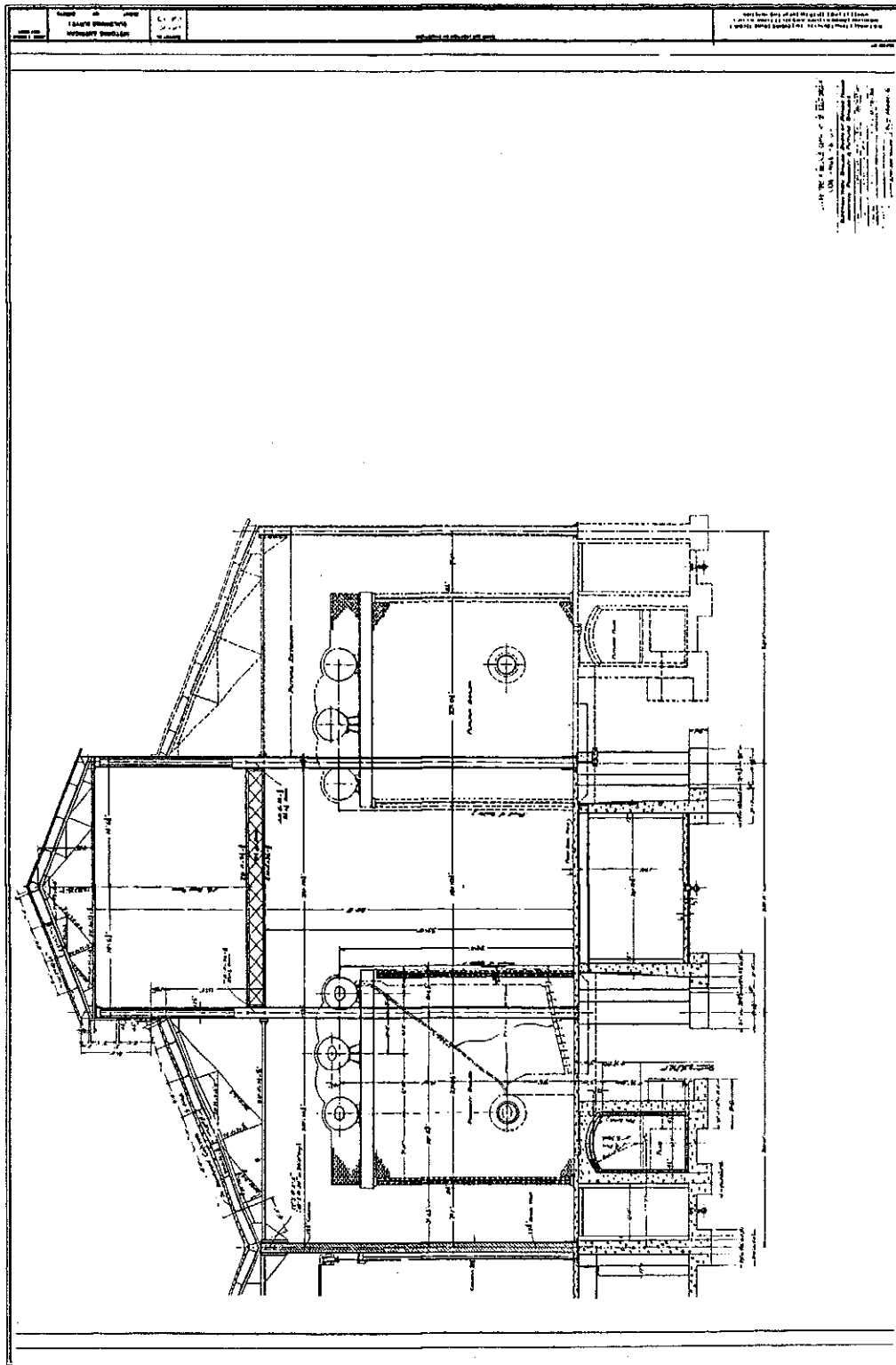
• 1/2 SECTION LOOKING SOUTH - - 1/2 NORTH ELEVATION •

● 1997年 12月 10日

**WAGHOUSE**  
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DALLAS TEXAS 75219  
**CORPSON COMPANY**  
PERSONNEL EMPLOYERS  
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